



Effectiveness of HRM Practices on the Job Satisfaction of Employees in Mangalam Publications Pvt.Ltd. Kottayam, Kerala

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Abstract

The newspaper industry is critically influenced by the advent of the digital technology. Even though, readers began to move online, papers were still producing strong profit margins with the vast majority of revenues tied to their legacy product. So, the newspaper industry is culturally more tied to content creation than to engineering. While the industry has finally begun to experiment with new ways of creating content and engaging with audience, the numbers are far from reassuring. As the case of any organisation, the success of the newspaper industry is possible only through a contented human resource working in it. This paper envisages the effectiveness of HRM practices on the job satisfaction of employees in Mangalam Publications Pvt. Ltd., Kottayam. The study reveals that there is no significant difference in the mean scores of the effectiveness of HRM practices on the job satisfaction of the employees based on gender, age and education.

Key words: Human Resource Management, Newspaper Industry

Introduction

Every day there are several events happening over the world - that may be of social, cultural, political, educational and economical. With the assistance of mass communication, the data can be gathered from any place in a short span of time. Mass media incorporates researching, analyzing, reporting local and world events, trends, current affairs, and so on. Journalism is for people who are ready to work beyond the geographical boundaries. Journalism is playing a vital role in current scenario. Journalism has as its primary movement the reporting of occasions expressing who, what, when, where, why and how. While there are opportunities in this field, it is an aggressive field. In this manner, one needs to perform at the most elevated amount and have the capacity to work under

troublesome circumstances. Though, one endures with diligent work and energy, a career in journalism can be a satisfying and lucrative option.

Statement of the Problem

The purpose of the study is to examine the effectiveness of HRM practices on the job satisfaction of employees in newspaper industry with special reference to Mangalam Publications Pvt. Ltd., Kottayam. HR plays an important position for the existence and survival of any organisation. The success or failure of the organisation highly relies upon the employee's perception, values and attitudes towards their organisation. This study aims to know the effectiveness of HRM practices in newspaper industry and to investigate the relationship between HRM practices and employee's performance as well as the factors affecting job satisfaction of employees in the newspaper industry. Hence the problem is stated as "the effectiveness of HRM practices on the job satisfaction of employees in Mangalam Publications Pvt. Ltd., Kottayam".

Objective

1. To study the effectiveness of HRM practices on the job satisfaction of employees in Mangalam Publications.

Scope and significance of the study

Human resource is considered a valuable asset in every organisation. The satisfaction level of employees is considered as an important factor which influences the everyday life of employees. The study is mainly focus the effectiveness of HRM practices on the job satisfaction of employees in Mangalam Publications Pvt. Ltd., Kottayam.

Hypothesis

H₀: There is no significant difference in the mean scores of the effectiveness of HRM practices on the job satisfaction of the employees based on (a) gender (b) age and (c) education.

Research Methodology

The study has adopted a descriptive, analytical and exploratory research design so as to gather relevant knowledge on the effectiveness of HRM practices on the job satisfaction of employees in Mangalam publications by conducting a sample survey. The study is based on primary data. The primary data is obtained from employees in Mangalam newspaper, Kottayam. For the purpose of study, all the employees in the organisation are considered as the population for the study.

The samples for the study are collected through non probability convenience sampling method from the population. The size of sample of employees is 80. Analysis is done using the tools such as Simple percentage

analysis, one way ANOVA and Independent sample t test. Hypotheses testing are done with the help of SPSS 20 and MS Excel by applying relevant Kruskal Wallis Test.

Discussion of the Analysis

1. In analysing the various factors affecting the level of job satisfaction among employees, most of the employees are satisfied regarding the amount of benefits available in their organisation and followed by the extent of maintaining relationship with their subordinates.
2. The mean value of the various factors regarding the HRM practices on the job satisfaction of the employees i.e. the manpower planning and the performance appraisal and career advancement, the mean value is higher in the case of female employees. There is difference in the mean value between male and female employees.
3. The factors regarding manpower planning, training and development, performance appraisal and career advancement the value at 5 percent level of significant is greater than 0.05 . Therefore there is no significant difference in the mean scores of the effectiveness of HRM practices on the job satisfaction of the employees based on gender.
4. The factors regarding performance appraisal and career advancement is greater in the age group above 55. In the case of the mean value of training and development, it is higher in the age group between 25-35. In compensation and benefits, the mean value is higher in the age group between 35-45. In recruitment and selection and manpower planning the mean value is higher in the age group below 25.
5. The significance value of recruitment and selection, compensation and benefits, training and development and performance appraisal and career advancement is greater than 0.05. Therefore there is no significant difference in the mean scores of the effectiveness of HRM practices on the job satisfaction of the employees based on age.
6. The mean value of manpower planning is higher in the case of others education qualification. In recruitment and selection the mean value is equal in the case of SSLC and plus two. The mean value is higher in the case of compensation and benefits, training and development, performance appraisal and career advancement.
7. There is no significant difference in the mean scores of the effectiveness of HRM practices on the job satisfaction of the employees based on education because the significance value at 5 percent level of significance is greater than 0.05.

Table 1**Factors affecting job satisfaction level**

Factors	Mean	Std. Deviation
Availability of adequate working facilities	3.9750	1.22190
Friendly and healthy work atmosphere	3.7625	.64128
Salary received based on the designation	3.8625	.83808
Job security	3.9750	.82638
The amount of benefits available	4.0250	.91368
Availability of on-the job training facilities	3.6875	.89434
Opportunities to learn and grow.	3.8250	.89690
The extent of maintaining relationship with your co-workers.	3.8725	.82283
The extent of maintaining relationship with your supervisor.	3.8375	.87791
The extent of maintaining relationship with your subordinates.	4.0000	.82677
Overall satisfaction level towards job satisfaction in your organisation.	3.9625	.90629

Source: primary data

Table 2**Mean values of HRM factors on the basis of Gender**

Factors	Mean	
	Male	Female
Manpower planning	3.9591	4.1056
Recruitment and selection	4.0568	3.5833
Compensation and benefits	3.8068	3.1667
Training and development	3.9318	3.5741
Performance appraisal and career advancement	3.7727	3.8750

Source: primary data

Table 3**Test Statistics on HRM Factors on the basis of Gender**

Factors	T	Df	Sig
Manpower planning	-1.336	56.193	.187
Recruitment and selection	2.109	41.957	.041
Compensation and benefits	3.072	57.142	.003
Training and development	1.695	49.910	.096
Performance appraisal and career advancement	-.537	78	.076

Source: Primary data *Significant at 5 per cent level

a. Kruskal Wallis Test b. Grouping Variable: Gender

Table 4**Mean values of HRM factors on the basis of Age**

Factors	Age				
	Below 25	25-35	35-45	45-55	Above 55
Performance appraisal and career advancement	3.54	3.86	3.77	3.87	4.14
Training and development	3.52	4.00	3.64	3.65	3.86
Compensation and benefits	3.75	3.53	3.91	3.32	2.93
Recruitment and selection	4.11	3.83	3.86	3.74	3.64
Manpower planning	4.30	4.15	3.75	3.72	4.23

Source: Primary Data

Table 5

Test Statistics on HRM Factors on the basis of Age

Factors		Sum of squares	Df	Mean square	F	Sig.
Manpower planning	Between Groups	4.491	4	1.123	6.528	.000
	Within Groups	12.899	75	.172		
	Total	17.390	79			
Recruitment and selection	Between Groups	1.483	4	.371	.401	.807
	Within Groups	69.314	75	.924		
	Total	70.797	79			
Compensation and benefits	Between Groups	5.653	4	1.413	1.654	.170
	Within Groups	64.069	75	.854		
	Total	69.722	79			
Training and development	Between Groups	2.910	4	.727	.898	.470
	Within Groups	60.778	75	.810		
	Total	63.688	79			
Performance appraisal and career advancement	Between Groups	1.981	4	.495	.686	.604
	Within Groups	54.140	75	.722		
	Total	56.122	79			

Source: Primary Data

*Significant at 5 per cent level

Kruskal Wallis Test b. Grouping Variable: Age

Table 6

Mean values of HRM factors on the basis of Education

Factors	Mean				
	SSLC	Plus two	Graduate	Post graduate	Others
Manpower planning	3.9333	4.0000	4.0800	3.9133	4.2167
Recruitment and selection	4.2500	4.2500	3.8000	3.7500	3.9167
Compensation and benefits	3.8333	4.0000	3.3000	3.6500	3.5000

Training and development	4.0000	4.3333	3.8000	3.7222	3.6111
Performance appraisal and career advancement	4.1667	4.7500	3.9333	3.5167	3.9583

Source: Primary Data

Table 7
Test Statistics on HRM factors on the basis of Education

Factors		Sum of squares	Df	Mean square	F	Sig.
Manpower planning	Between Groups	.957	4	.239	1.092	.367
	Within Groups	16.433	75	.219		
	Total	17.390	79			
Recruitment and selection	Between Groups	1.705	4	.426	.463	.763
	Within Groups	69.092	75	.921		
	Total	70.797	79			
Compensation and benefits	Between Groups	3.014	4	.753	.847	.500
	Within Groups	66.708	75	.889		
	Total	69.722	79			
Training and development	Between Groups	1.350	4	.338	.406	.804
	Within Groups	62.337	75	.831		
	Total	63.687	79			
Performance appraisal and career advancement	Between Groups	5.826	4	1.457	2.172	.080
	Within Groups	50.296	75	.671		
	Total	56.122	79			

Source: Primary Data

*Significant at 5 per cent level

Kruskal Wallis Test b. Grouping Variable: Education

Conclusion

This study shows the effectiveness of HRM practices in newspaper industry among employees in Mangalam Publications. This study reveals that majority of the employees are highly satisfied with the effectiveness of HRM practices. So as to improve the satisfaction level of employees, it is important to introduce better compensation and working condition. Employees have a moderate outlook regarding the HRM practices. Thus, it can be concluded that overall satisfaction level can be improved through adequate training and development improving the working conditions and providing performance based compensation also will help to enhance the job satisfaction of the employees.

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